

**REMARKS**

Applicant has carefully reviewed the Office Action dated March 15, 2004. Claims 1-20 are pending in the application. Applicant has amended Claims 1 and 11 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-20 stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Mayer* and in view of *Ludwig*. This rejection is respectfully traversed with respect to the amended claims.

Applicant's present inventive concept, as defined by the amended claims, requires that a beacon send first and second codes to a beacon receiver that is at a different location than the beacon. This beacon receiver then receives these codes and interfaces with a wireless device. The codes are then sent to the wireless device and the wireless device then, in response thereto, sends these codes to an intermediate location over an RF channel. At the intermediate location, information is looked up in a relational database and returned to the wireless device and then the wireless device makes a connection to the remote location that was indicated to be in association with the first code at the intermediate location. The intermediate location is operable to contain a relational database having stored therein tables with relationships between first codes and remote location addresses. When the intermediate location is contacted, a look up is performed wherein the first code is matched with an address of a particular and associated remote location. This remote location information, the address, is then transmitted back to the wireless device for use in connecting to the associated remote location.

The *Mayer* device is a device that is directed toward providing phone numbers to users. The user views the phone number on the TV and then makes a phone call in response to viewing the advertisement. Applicant believes that the Examiner is viewing the television receiver as the beacon receive unit and the broadcast transmission as the beacon. However, there is no automatic process without user intervention that allows codes (phone numbers in this interpretation) to be transmitted to a wireless device wherein the wireless device then transmits the information to an intermediate location

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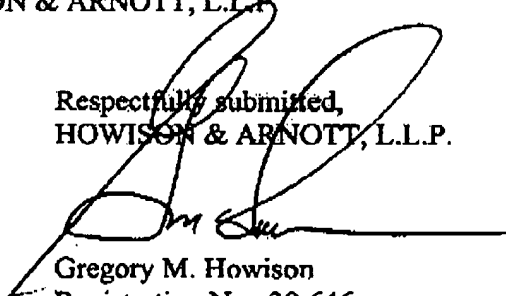
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such that it is then connected to a final remote location by a return of information therefrom. There is no step of transmitting a reply packet from the intermediate location to a wireless device such that the wireless device then makes the connection. If anything, this is merely a re-direct at the phone company. As such, *Mayer* is not believed to be an anticipating or obviating reference.

The Examiner has utilized the *Ludwig* reference in conjunction with the *Mayer* reference for supporting the step of transmitting an RF signal constituting a first message packet from the wireless device to an intermediate location and then transmitting a reply packet back to the wireless device. Applicant believes that this merely provides a wireless connection between one location and the other. However, there is no disclosure in *Ludwig* to show the transmission from one beacon of first and second codes to a broadcast receiver, which first and second codes are then relayed to an intermediate location for look up. As such, Applicant believes that the *Ludwig* reference taken in combination with the *Mayer* reference, does not anticipate or obviate the claims as set forth in Applicant's present application. Therefore, Applicant respectfully requests the withdrawal of the 35 U.S.C. §103(a) rejection with respects to Claims 1-20.

Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-25,506 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,  
HOWISON & ARNOTT, L.L.P.

  
Gregory M. Howison  
Registration No. 30,646

GMH/yoc  
P.O. Box 741715  
Dallas, Texas 75374-1715  
Tel: 972-479-0462  
Fax: 972-479-0464  
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